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Create Your Writer Platform: The Key To Building An Audience, Selling More Books, And Finding Success As An Author



Synopsis

Creating a platform isn't just beneficial--it's essential! In today's world of blogging, websites, Twitter feeds, and Facebook updates, building a writer platform from the ground up can seem a daunting task. Never fear--author and editor Chuck Sambuchino provides expert, practical advice for increasing your visibility, selling more books, and launching a successful career. In *Create Your Writer Platform*, you'll learn: The definition of a platform--and why you should start building one now. How to harness the 12 Fundamental Principles of Platform. "Old School" and "New School" approaches to platform, from article writing and conference speaking to website development, blog posts, and social media avenues. How to develop a platform for nonfiction, fiction, and memoir. In addition to Chuck's invaluable insights, you'll also find 12 case studies from authors with effective platforms, as well as professional advice from literary agents. If you're serious about building a platform tailored to you and your writing--a platform that's going to help you succeed as a writer--look no further than *Create Your Writer Platform*.

Book Information

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The reality is, writers today must be not only creative and credentialed, they must be their own one-person publicity and marketing departments, as well. I doubt that tuition covers this in many MFA programs, and I can testify that it never came up in my doctoral program in psychology, either. However, Sambuchino's book tells the writer of fiction or nonfiction how to fulfill these roles in the e-everything age, through building the writer's platform. Sambuchino's style is clear and oriented to

the practical. He deals comprehensively with the components of an author's platform; I had cause to rethink what the planks of my platform were/should be. I was particularly interested in the many mini-interviews with agents that pepper the book, speaking to platform issues. The author punctures illusions without apology but without an attitude of superiority, either. (Although he is so well-informed that his insight is, indeed, superior to that of most of us.) I found especially useful Sambuchino's guidelines for "how much platform is enough" (e.g., how much web traffic on a blog). I will certainly be using his advice to maximize the sales of my forthcoming books. Have been waiting for months for this to come out, and I have not been disappointed. On the one hand, I am a trifle embarrassed, as I see from Sambuchino's book that my own platform-building efforts can use improvement. On the other hand, I now feel that I have a much better handle on how to go about improving my platform. Get this, use it, and you'll be pretty good at building your writer's platform. One often reads of platform-building in terms of books yet to be published (indeed, often enough, yet to be _written_). However, authors of already-published books also will find much practical advice here.

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